



METROPOLITAN
TRANSPORTATION
COMMISSION

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Memorandum

Agenda Item No. 3

TO: Operations Committee

DATE: October 5, 2012

FR: Executive Director

W.I.: 320-1221

RE: Contract Change Order Amendment – Clipper® Website Content Management: Cubic Transportation Systems, Inc. (\$50,000)

Clipper® Program Status Report

The Clipper® program has continued to experience consistent growth in recent months:

- Average weekday boardings increased 10% from May to September 2012, with current levels hovering around 700,000 per day;
- In September, Clipper®'s weekday market share on BART reached its highest level – 52%; and
- The Clipper® system settled more than \$32 million in fare revenue in September.

Attachment 1 includes additional information about Clipper® system operations for September 2012.

The following are other recent program milestones and accomplishments:

- MTC and AC Transit opened the first East Bay Clipper® in-person customer service center at AC Transit's headquarters in Oakland (see Attachment 2).
- In late August, MTC and Golden Gate Bridge, Highway, and Transportation District introduced the Golden Gate Bridge 75th anniversary collectible Clipper® card.
- In September, the program reinstated a \$3 fee for all new Clipper® card purchases and the reinstatement of the fee went smoothly.
- In September, MTC and VTA completed the integration of Clipper® with VTA's ticket vending machines, allowing VTA customers the option of loading Clipper® value at all VTA light rail stations.
- VTA's youth pass transition continues, with most major school districts served by VTA participating in the transition effort. From August 20 through September 13, customers purchased 1,645 September youth passes. The initial estimated target market for transition was approximately 3,100 based on regular paper youth pass sales prior to the transition; however, the lower numbers are consistent with the youth pass transitions for AC Transit and SFMTA.

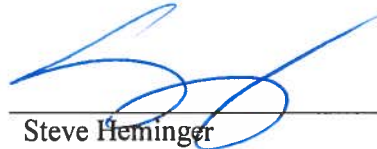
- As of late September, Clipper[®] is now accepted for payment on three San Francisco Bay Ferry routes (South San Francisco-Oakland/Alameda, San Francisco-Oakland/Alameda, and San Francisco-Harbor Bay).
- The Clipper[®] Contractor has met cardholder support service level standards for the past 10 months in a row.

Contract Action

Staff recommends that the Operations Committee authorize the Executive Director or his designee to negotiate and enter into a contract change order in relation to the following contract action:

Contract Change Order Amendment – Clipper[®] Website Content Management: Cubic Transportation Systems, Inc. (\$50,000)

Change Order 101 supports ongoing management of the information on the Clipper[®] website (clippercard.com). MTC and the Clipper[®] contractor, Cubic Transportation Systems, Inc., are continually updating and improving the website to respond to system changes, e.g. system expansion to additional ferry routes, and/or input from customers. The proposed change order amendment provides funding for more such improvements to the Clipper[®] website. This will be Amendment No. 5 to Change Order 101.



Steve Heminger

SH/DW:ja

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Attachment 1

Table 1: Summary of System Utilization

	Last Month September 2012	Prior Month August 2012	Prior Year September 2011
Transaction Volume			
Average Number of Weekday Rides	685,802	626,377	555,273
Total Rides (monthly)	16,042,099	16,387,046	13,660,754
Unique Cards Used	623,397	633,367	480,688
Number of Rides per Unique Card	25.7	25.9	28.4
Number of Active Cards	1,310,727	1,300,535	991,253
Percent of Registered Active Cards	45%	44%	43%
Settled Transit Operator Revenue	\$32,235,781	\$33,093,143	\$24,523,996

Table 2: Clipper® Weekday Market Share

	Average Weekday Clipper® Boardings September 2012	Market Share Current Month September 2012	Market Share Prior Month August 2012	Market Share Prior Year September 2011
AC Transit	55,830	28.3%	22.6%	24.9%
BART	205,943	52.5%	48.4%	37.1%
Caltrain	9,429	72.5%	68.3%	65.2%
SFMTA	342,507	51.6%	48.2%	45.4%
SamTrans	15,757	34.0%	27.6%	9.3%
VTA	39,479	28.4%	24.1%	4.1%
WETA	112	69.8%	66.4%	N/A
Golden Gate Ferry	7,721	N/A	92.4%	90.0%
Golden Gate Transit	9,025	N/A	38.5%	34.8%

MTC's calculation of the Clipper® market penetration rate on Caltrain reflects an assumption that monthly pass holders board Caltrain twice per day on weekdays. MTC estimates that the 12,822 calendar pass sales during Caltrain's vending window for September passes translated to 25,644 additional Caltrain boardings each weekday.

Attachment 2

AC Transit In-Person Customer Service Center



REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Change Order Amendment

Work Item No.: 320-1221

Contractor: Cubic Transportation Systems, Inc.
San Diego, CA

Project Title: Clipper® Website Content Management

Purpose of Change Order: Update and/or improve the Clipper® website to respond to system design changes and/or customer input.

Brief Scope of Work: Modify the content and/or design of the Clipper® website, as needed.

Project Cost Not to Exceed: \$50,000 (this Amendment)
Total capital contract value including Change Orders before this Change Order Amendment = \$126,043,360
Total authorized capital contract amount with this Change Order = \$126,093,360

Funding Source: CMAQ, STA, and Regional Measure 2 Operating

Fiscal Impact: Funds included in the FY 2012-13 agency budget

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract change order amendment with Cubic Transportation Systems, Inc. for the purpose described herein and in the Executive Director's memorandum dated October 5, 2012 and the Chief Financial Officer is authorized to set aside funds up to \$50,000 for such contract change order amendment.

Operations Committee:

Jake Mackenzie, Chair

Approved:

Date: October 12, 2012